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COMMISSION

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April 20, 2006

REQUEST FOR PROPOSAL
2006 Airline Passenger Survey

Dear Consultant:

The Metropolitan Transportation Commission ("MTC") invites your firm to submit a proposal to develop, test, and conduct the 2006 Airline Passenger Survey (APS). The selected consultant will be expected to administer all survey activities for the purpose of collecting regional air passenger travel data. The primary objective of this study is to collect origin, destination, and mode of access information to support airport access modeling and airport planning for potential ground access improvements. All of the work described in this Request for Proposal must be completed in draft form by Friday, October 27, 2006 and in final form by Friday, December 29, 2006.

This letter, together with its attachments, comprises the Request for Proposal (RFP) for this project. Responses to the RFP should be submitted according to the instructions outlined herein.

Proposal Due Date

Interested firms are asked to submit an original and five (5) hardcopies of their proposals meeting the requirements specified herein by **4:00 p.m., Wednesday, May 17, 2006**. Proposals received after that date and time will not be considered. Proposals shall be considered firm offers to enter into a contract and perform the work described in *Appendix A* for a period of 90 days from the due date for submittal.

MTC Point of Contact

Proposals and all inquiries relating to this RFP shall be submitted to the Project Manager at the contact information shown below.

Rachel Gossen, Project Manager
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Executive Director

Ann Flemer
Deputy Executive Director, Operations

Andrew Frenier
Deputy Executive Director,
Bay Area Toll Authority

Therese W. McMillan
Deputy Executive Director, Policy

Scope of Work, Schedule and Budget

A preliminary scope of work for the 2006 Airline Passenger Survey is identified in *Appendix A, Scope of Work*. The study will be conducted at San Francisco International (SFO) and Oakland International (OAK) Airports. Payment for the project will be on a fixed-price based on the selected proposal's project budget for the deliverables and milestones specified in the Scope of Work.

MTC expects the study to commence on or after June 30, 2006. All deliverables must be completed in draft form by Friday, October 27, 2006 and in final form by Friday, December 29, 2006.

MTC estimates the cost of the study to be between \$200,000 and \$225,000. The actual amount paid will be based on our evaluation of proposers' cost proposals. Cost effectiveness is an evaluation factor.

Funds for the Project have not yet been secured. MTC anticipates being able to confirm the study scope and budget at the Proposers' Conference.

Proposers' Conference

A Proposers' Conference will be held on Wednesday, May 3, at 1:00 p.m. in the MTC 3rd Floor Main Conference Room, at 101 Eighth Street, Oakland (across from the Lake Merritt BART Station). During the Proposers' Conference, the Project Manager will explain the scope of work and RFP process in detail.

Any addenda to this RFP will be posted on MTC's web site. Proposers who wish to receive personal notice of addenda must either attend the Proposers' Conference or provide the Project Manager with a written request to receive addenda.

Proposal Evaluation

Proposals will be evaluated in accordance with the evaluation factors listed in Section IV of the RFP, Proposal Evaluation.

MTC reserves the right to accept or reject any or all proposals submitted, waive minor irregularities in proposals, request additional information or revisions to offers, and to negotiate with any or all proposers. Any contract award will be to the firm that presents the proposal that, in the opinion of MTC, is the most advantageous to MTC, based on the evaluation criteria in Section IV.

Consultant Selection Timetable

Proposers' Conference	Wednesday, May 3, 2006 at 1:00 p.m.
Closing Date/Time for Receipt of Proposals	Wednesday, May 17, 2006, at 4:00 p.m.
Interviews, if held	Friday, May 26, 2006
Recommendation to MTC Administration Committee	Wednesday, June 14, 2006
Execution of Contract (approximate)	Friday, June 30, 2006

General Conditions

All materials submitted by proposers are subject to public inspection under the California Public Records Act (Government Code § 6250 *et seq.*), unless exempt.

A synopsis of MTC contract provisions is enclosed for your reference as *Appendix D, Synopsis of Provisions in MTC's Standard Consultant Agreement*. In particular, we direct your attention to the insurance provisions in *Appendix D*. Any objections to the insurance requirements must be brought to MTC's attention in accordance with the selection dispute procedures in Section V.E of the RFP, i.e. no later than one week prior to the due date for proposals.

Authority to Commit MTC

Based on an evaluation conducted by a selection panel, the Executive Director will recommend a consultant to the Administration Committee, which will commit MTC to the expenditure of funds in connection with the RFP.

Thank you for your interest.

Sincerely,



Steve Fleming
Executive Director

SH:RG

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REQUEST FOR PROPOSALS

to the

METROPOLITAN TRANSPORTATION COMMISSION

for

2006 AIRLINE PASSENGER SURVEY

April 20, 2006

Joseph P. Bort MetroCenter
101 Eighth Street
Oakland, CA 94607-4700

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I. BACKGROUND & PROJECT DESCRIPTION

A. Background

MTC, in cooperation with the large regional airports, periodically sponsors the regional Airline Passenger Survey (APS). The effort described in this RFP, the 2006 Airline Passenger Survey, will involve San Francisco International (SFO) and Oakland International (OAK) Airports. Prior airline passenger surveys have been performed using in-person interviews of departing air passengers and self-completed questionnaires distributed in the airport boarding areas. The primary purpose of this survey is to collect air passenger origin/destination and mode of access information to support airport access modeling and to support airport planning for potential ground access improvements. MTC's most recent APS was conducted in 2001/2002, and the airports have also conducted similar surveys with SFO completing a passenger survey in 1998 and OAK completing one in 2000.

B. Project Description

The project will include the development of an in-person interview methodology, survey questionnaires, and mail-back materials (if proposed), and the conduct of a survey pilot test and final survey. Coding of all survey data, preparing summary analyses and weighting and expansion of the final data sets are also included. Geocoding of survey responses will be conducted by MTC. The survey will be conducted during the summer and fall of 2006 with surveys commencing on or before August 16, 2006 and ending on or about September 28, 2006. The project will also include sample weighting and analysis of key variables including cross-tabulations and frequency distributions to insure that survey objectives are being achieved.

II. SCOPE OF WORK, SCHEDULE AND BUDGET

The scope of work for the project is provided in *Appendix A*. The consultant will be expected to perform all work and analysis necessary to complete the workscope.

We anticipate that work will commence on or after June 30, 2006. All deliverables must be completed in draft form by Friday, October 27, 2006 and in final form by Friday, December 29, 2006.

MTC estimates the cost of the study to be between \$200,000 and \$225,000. The actual amount paid will be based on our evaluation of proposers' cost proposals. Cost effectiveness is an evaluation factor. Payment for the project will be on a fixed-price based on the selected proposal's project budget for the deliverables and milestones specified in the Scope of Work.

III. FORM OF PROPOSAL

Interested firms are asked to submit an original and five (5) hardcopies of their proposals meeting the requirements specified herein by **4:00 p.m., Wednesday, May 17, 2006**. Proposals received after that date and time will not be considered.

In furtherance of MTC's resource conservation policy, proposers are asked to print proposals back to back and are encouraged to use recycled paper for all proposals and reports.

Proposal content and completeness are most important. Although no page limitation will be imposed, clarity is essential and will be considered in assessing the proposers' capabilities. Each proposal should include:

A. Transmittal Letter

A transmittal letter signed by an official authorized to solicit business and enter into contracts for the firm. The transmittal letter should include the name and telephone number of a contact person if different from the signator. The cover letter should include a statement that the proposal is a firm offer to contract with MTC to perform the work according to the terms of the RFP for ninety (90) days from the due date for submission.

B. Title Page

The title page should show the RFP subject, the name of the proposer's firm, address, telephone number, name of contact person, and the date.

C. Table of Contents

The table of contents should include a clear identification of the material by section and page number.

D. Summary of Approach

This section should consist of a discussion of the consultant's proposed approach to the performance of the work requested that illustrates the consultant's understanding of the nature of the work being requested.

E. Detailed Work Plan

This section should include:

1. A detailed project work plan, including a detailed task description and hours for each task. Consultant may suggest alternatives to the proposed tasks and deliverables that improve upon achievement of the project objectives, as long as the alternatives are justified in the proposal. The description of the proposed approach to performing the project should fully discuss the tasks in sufficient detail to demonstrate a clear understanding of the project, including:
 - A definition of acceptability and completeness based on item non-response and consistency using the sample questionnaires provided in *Appendix E*. Consultant should discuss in this regard any assumptions regarding the proposed definition of a "complete" interview that affect the proposal, including definitions of acceptable item non-response, consistency of responses and trade-offs regarding item non-response.
 - The logistical factors involved with in-person interviews conducted at airport departure gates, addressing the access, storage, communication and security needs

expected by the consultant to be provided at or by the airports and the impacts on the target sample if these expectations cannot be met.

- The procedures for obtaining random samples that reduce or eliminate (to the degree possible) interviewer and respondent self-selection bias, e.g. collection of data only from people that arrive early for a flight. Proposers are invited to present an interview strategy in the proposal.
 - The advantages and disadvantages of using any electronic devices, such as Personal Digital Assistants (PDAs), consultant proposes to use for data collection, including the cost trade-offs involved. Consultant shall provide a discussion of their experience in using such devices in other projects.
 - The procedures for editing and cleaning of addresses and landmarks to enable MTC staff to successfully geocode survey responses.
2. A detailed schedule, showing the expected sequence of tasks, subtasks, and important milestones, with start and end dates for each task. The consultant's schedule should assume a Notice to Proceed on June 30, 2006, and an overall project duration of six (6) months. MTC may elect to accelerate the start date if the contract is executed earlier than anticipated, in which event the end date will not change. The selected consultant, in consultation with MTC staff, will develop a final work plan and schedule. Note: Sufficient time should be allowed for field survey staff to obtain identity badges from the Airports. Field staff will be required to go in person to the airport badging office to be fingerprinted and complete the required paperwork. It is anticipated that the subsequent background check could take 10 to 12 working days before a badge can be issued. The Airports will waive the usual application fee for issuing a badge unless a proposed field survey staff person fails the background check (\$56 per person at OAK and \$75 per person at SFO).
 3. A detailed staffing plan for each task and subtask of the work. (This section may be combined with the detailed work plan). Identify all staff by name (where known at the time of preparing the proposal) and the specific tasks for which each individual will be responsible. The proposal must also identify total person-hours by key personnel and staff category for each project task and sub-task and present the available time of key personnel assigned to the project against person-hours committed for the duration of the project.
 4. Approach to managing resources and quality results, including a description of the role of any subcontractors, their specific responsibilities, and how their work will be supervised. Describe response mechanisms for dealing with problems and concerns related to conducting the survey within airports such as flight delays and airport security requirements.
 5. Potential problem areas, scheduling bottlenecks, critical path items, and any other obstacles to successful and timely completion of this project. Describe how you plan to address and overcome these obstacles.

F. Qualifications and References

1. A detailed statement of the firm's qualifications and previous experience in conducting similar work, and one page resumes of the personnel the consultant intends to use to perform the project, summarizing the individual's training and experience relevant to this project. Of particular interest are the resumes of survey staff supervisors, and to the extent that proposers know who field workers will be, detailed descriptions of the interviewers' experience should be included. This section should demonstrate experience and expertise in all areas required to perform work described in *Appendix A, Scope of Work*. If subcontractors are used, include the resumes of key subcontractor personnel, as well.
2. A summary (no longer than one page each) of at least three (3) projects similar in subject matter and scope to this project, including the client agency, the contract term and amount, and a contact person (with telephone number) who may be contacted as a reference.
3. List any contracts with MTC or the participating airports entered into by the consultant or any of its subconsultants in the past three years, including a brief description of the scope of work, the contract amount, date of execution, and the agency.
4. Provide at least one survey report prepared by key members of the consultant team (authors should be identified), where survey scope and details are comparable to those required under this project. Only one copy is required, and the sample will be returned after proposal evaluation, upon request.

G. Proposed Budget

Provide a full description and breakdown of the expected expenditures of funds for the proposed project, as set forth in *Appendix A, Scope of Work*, in two forms: a task budget and a line item budget.

1. The task budget should present a breakdown of hours and expenses by task and subtask for the project. It should identify or refer to key personnel or job descriptions in relation to each task to provide a full explanation of the resources committed to the project and should include the hourly rates for all personnel. (Key personnel should be named; other personnel may be listed by job description.) Expenses should be included such that all project costs are indicated.
2. The line item budget should present a breakdown of costs by cost categories, including billing rates for key personnel and job classifications. The line item budget should be set forth on the Cost and Price Analysis Form attached hereto as *Appendix B* to this RFP. A line item budget should also be submitted for proposed sub-consultants with contracts estimated to exceed \$100,000.

H. California Levine Act Statement

Submit a signed Levine Act statement (*Appendix C*).

IV. PROPOSAL EVALUATION

Initially, the Project Manager will review proposals for general responsiveness and commitment to commencing the project immediately upon signing the contract and completing it within six (6) months. Any proposal that does not include enough information to permit the evaluators to rate the proposal in any one of the evaluation criteria will be considered non-responsive. A proposal that fails to include one or more discrete items, or portions thereof, requested in Section III, Form of Proposal, may be considered responsive if evaluation in every category is possible.

Responsive proposals demonstrating their commitment to accomplishing the project in accordance with MTC's schedule will be evaluated by a panel of MTC and airport staff and an outside survey expert, based on the following criteria, in order of relative importance:

- Individual project staff qualifications and experience in the design and administration of in-person intercept surveys relating to individual travel choices;
- Individual project staff qualifications and experience in conducting successful surveys in airport passenger facilities or another similar environment;
- Approach to conducting and completing the project, including but not limited to: understanding of the purpose, requirements and constraints of the project; effectiveness and thoroughness of proposed work plan and schedule and likelihood of accomplishing project objectives; strategy for managing resources; response mechanisms for dealing with problems and MTC concerns; approach to dealing with problems and bottlenecks;
- Resource allocation (personnel and expenditures), in terms of quality and quantity, to key tasks, including the hours and appropriateness of personnel assigned to each task, including interviewers;
- Cost effectiveness;
- Ability to communicate effectively, as evidenced by proposal, writing sample, and presentation skills (if interviews are held).

The panel will rank proposers, and "short-listed" proposers, defined as those proposers with a reasonable likelihood of being awarded the contract, may be interviewed. References will be checked for short-listed candidates and will affect the final evaluation of short-listed firms.

Following the panel evaluation and interviews (if held), the project manager will recommend a consultant to the Executive Director. If approved by the Executive Director, the recommendation will be presented to MTC's Administration Committee for approval.

MTC reserves the right to select a consultant based solely on written proposals and not convene oral interviews. Accordingly, each initial proposal should be submitted with the most favorable terms from both price and technical perspectives. Further, MTC reserves the right to accept or reject any and all submitted proposals, to waive minor irregularities, to request additional

information from the proposers at any stage of the evaluation, and to negotiate with any or all proposers.

V. GENERAL CONDITIONS

A. Limitations

This request for proposal (RFP) does not commit MTC to award a contract or to pay any costs incurred in the preparation of a proposal in response to this RFP.

B. Award

Any award made will be to the proposer who meets the minimum qualifications for this RFP and whose proposal is most advantageous to MTC, based on the evaluation criteria outlined above.

C. Binding Offer

A signed proposal submitted to MTC in response to this RFP shall constitute a binding offer from Consultant to contract with MTC according to the terms of the proposal for a period of ninety (90) days after its date of submission, which shall be the date proposals are due to MTC.

D. Contract Arrangements

The selected Consultant will be expected to execute a contract based on the terms and conditions in *Appendix D, Synopsis of MTC's Standard Consultant Agreement*. Proposers who wish to review the full contract prior to proposal submission should request a copy from the MTC Project Manager. Particular attention should be paid to MTC's insurance and indemnification requirements. **Objections or requests for modifications to any provision of the RFP or its appendices must be submitted no later than one week prior to the due date for the proposals, as required in Section V.E below, in order to guarantee consideration. If such objections or requests for modification are not brought to MTC's attention within the time specified, concurrence by the proposer will be assumed.**

The contract resulting from this RFP will be compensated as a lump sum contract on the basis of satisfactory completion of deliverables.

E. Selection Disputes

A proposer may object to a provision of the RFP on the grounds that it is arbitrary, biased, or unduly restrictive, or to the selection of a particular Consultant on the grounds that MTC procedures, the provisions of the RFP or applicable provisions of federal, state or local law have been violated or inaccurately or inappropriately applied by submitting to the Project Manager a written explanation of the basis for the protest:

- 1) no later than one week prior to the date proposals are due, for objections to RFP provisions; or
- 2) within five (5) working days after the date on which contract award is authorized or the date the proposer is notified that it was not selected, whichever is later, for objections to Consultant selection.

The evaluation record shall remain confidential until the MTC Administration Committee authorizes award.

Protests of recommended awards must clearly and specifically describe the basis for the protest in sufficient detail for the MTC review officer to recommend a resolution to the MTC Executive Director.

The MTC Executive Director will respond to the protest in writing, based on the recommendation of a staff review officer. Authorization to award a contract to a particular firm by MTC's Administration Committee shall be deemed conditional until the expiration of the protest period or, if a protest is filed, the issuance of a written response to the protest by the Executive Director.

Should the protesting proposer wish to appeal the decision of the Executive Director, it may file a written appeal with the MTC Administration Committee, no less than three (3) working days after receipt of the written response from the Executive Director. The Administration Committee's decision will be the final agency decision.

F. Public Records

This RFP and any material submitted by a proposer in response to this RFP are subject to public inspection under the California Public Records Act (Government Code § 6250 *et seq.*), unless exempt by law. Proposals will remain confidential until the Administration Committee has authorized award.

APPENDIX A, SCOPE OF WORK

OBJECTIVE

The purpose of this study is to design and administer the 2006 Airline Passenger Survey (APS), which will be conducted for MTC in cooperation with San Francisco International and Oakland International Airports (“the Airports”). The purpose of the air passenger survey is to collect origin, destination, and mode of access information to support airport access modeling and airport planning for potential ground access improvements.

The consultant (and its sub-consultants) selected as a result of this RFP (hereinafter referred to as “Consultant”) shall provide services to include, but not limited to, development of survey methodology and survey instruments, development of survey sample design, interviewer training and survey pre-testing, survey management and performance, data coding, correction, weighting, and survey data analyses.

Appendix E, Previous Survey Questionnaires, provides examples of the survey questionnaires used in MTC’s 1995 Airline Passenger Survey and its 2001/2002 Airline Passenger Survey. It is anticipated that the 2006 survey design will be very similar in content and format.

In addition to the Consultant selected as a result of this RFP, MTC has also retained the services of Dr. Geoff Gosling of Aviation System Consulting, LLC to assist with the planning and analysis of the 2006 Airline Passenger Survey. Dr. Gosling is a recognized aviation survey expert who is familiar with the Bay Area airports and has assisted with the planning of previous MTC regional airline passenger surveys. His assistance is intended to make the survey design process more efficient, particularly in light of the time constraints associated with conducting the 2006 survey in August and September. The Consultant will be expected to work with MTC, the Airports, and Dr. Gosling on this project.

WORK ELEMENTS

The services to be performed by the selected firm shall consist of services requested by the MTC Project Manager or a designated representative, as shown below.

All deliverables (databases, memoranda, reports, graphics, presentation materials, handouts, and other documents) shall be provided to MTC in electronic format as well as hard-copy format. MTC and the selected firm shall determine the most appropriate electronic format for each product, based on the nature of the product and the software available to MTC.

All deliverables shall be submitted in draft for MTC review and comment and in final form integrating MTC comments.

Note: MTC and the Airports will have sole authority to release survey materials and survey results to outside parties, including but not limited to, the press.

Task 1. Project Work Program and Management Plan

Within 5 days after receipt of authorization to proceed, the Consultant will meet with the MTC Project Manager and other project participants to review the work program and identify any revisions and clarifications that may be necessary. Within 10 days following this initial project meeting, the Consultant will complete such revisions to the work program as may be requested by MTC and will develop a detailed plan for the management of the project, identifying, for each task and subtask, specific work elements, schedules, personnel assignments, costs, milestones, and quality control measures. The management plan also will specifically describe how activities will be coordinated with the MTC Project Manager and other project participants, including representatives from the Airports and Dr. Gosling. The revised work program and management plan will be subject to approval by MTC and will constitute the first project deliverable.

The project work program should allow sufficient time for field survey staff to obtain identity badges from the Airports. Field staff will need to go in person to the airport badging office to be fingerprinted and complete the required paperwork. It is anticipated that the subsequent background check could take 10 to 12 working days before a badge can be issued. Note: Badge and parking fees will be waived for survey field staff who pass the criminal history and background checks. However, if any surveyor fails the background check, the Consultant will be required to cover the expense for the failed interviewer out of the company's own resources, not the survey budget (\$56 per person at OAK and \$75 per person at SFO).

Deliverable #1: Project Management Plan

Task 2. Survey Methodology and Instruments

The Consultant will develop and document the survey methodology and design of all survey instruments and supporting materials including any mail-back components that may be proposed as well as any programming of questionnaires on Personal Digital Assistants (PDAs) or the use of other data collection technologies that may be proposed. The Consultant must obtain MTC approval on final versions of all survey instruments including hard copies and electronic versions of questionnaires. Final questions and logic programmed into PDAs or other data collection technologies will also require MTC approval.

MTC anticipates that the primary data collection methodology will be in-person interviews although other methodologies may be proposed based on the Consultant's experience.

Both MTC and the Airports envision the survey to follow closely the design and content of previously conducted air passenger surveys. Examples of the survey questionnaires used in MTC's 1995 Airline Passenger Survey and its 2001/2002 Airline Passenger Survey are shown in *Appendix E*. Survey questions will be based on those used in the previous surveys to minimize costs and allow for direct comparability. The Consultant should expect that MTC, in cooperation with the Airports, will provide a complete set of questions to be included in the survey. Consultant design services will be limited to layout and administration issues including feedback on question wording and sequencing to insure they elicit the intended response and reduce respondent burden. Consultant input and feedback on MTC's question list is welcomed but not required.

MTC intends for data collection to take place beginning on or before August 16, 2006 and ending on or about September 28, 2006. MTC, the Airports, and the Consultant will jointly determine final distribution of the sample across the six-week survey period and by airport during development of the Project Management Plan. In order to allow sufficient time to document and review the results of the survey pre-test discussed below (see Task 4), the pre-test will need to be completed by August 1.

Based on previous surveys and budget limitations, the primary focus for non-English speaking respondents will only be Spanish-speaking individuals. Therefore, the Consultant must have the ability to complete interviews from Spanish speaking parties. The Consultant should also indicate any other foreign language capabilities it may have and can bring to the project without incurring any additional costs for the direct hiring of foreign language skills. The Consultant should note that MTC has Spanish, Chinese, and Japanese versions of the 2001/2002 survey instrument that can be made available.

Deliverable #2: Technical Memorandum documenting the development of the survey methodology and instrument design

Task 3. Sample Design

Based on conversations with the Airports, the minimum sample size requirements for completed interviews (exclusive of connecting passenger interviews which will be very brief) are:

<u>Airport</u>	<u>Minimum Sample Size (Completed Interviews)</u>
SFO	4,000
OAK	3,000

The Consultant should expect that MTC, in cooperation with the Airports, will provide a proposed sample design. The survey sample is envisioned as a stratified random sample drawn from the population of enplaning passengers from the two regional airports. Stratification factors should include airport, number of passengers to various domestic and international flight destinations, day-of-week, time-of-day, and airline. A preliminary version of this plan is attached in *Appendix F, Sampling Strategy and Survey Weighting*.

As part of the sample design, MTC, in consultation with the Airports, will also provide to the Consultant an initial weighting and expansion plan that describes how to develop a set of sample weights to represent air passenger travel at the individual airport level on an annual and peak month basis. See *Appendix F* for a preliminary version of the initial weighting and expansion plan.

The Consultant shall review the final sample design and survey weighting plan provided by MTC and shall agree with MTC on any changes that are felt to be necessary or desirable. The Consultant is welcome to make recommendations on any additional stratification factors that it feels would be appropriate for the proper representativeness of the sample and provide additional input on the weighting and expansion plan.

Airline scheduling information will be available from the Airports to help finalize the survey sample and plan the interviews. The Consultant should also refer to MTC's 1995 and 2001/2002 Airline Passenger Surveys for data on mode splits by ground access modes (available on MTC's website at http://www.mtc.ca.gov/maps_and_data/datamart/survey/airpass1.htm).

Deliverable #3: Technical Memorandum documenting the development of the sample design and weighting and expansion methodology

Task 4. Interviewer Training, Survey Pilot Test, and Design of Final Survey Instruments and Procedures

The Consultant will develop interviewer-training procedures, conduct and evaluate a pilot test and then design the final survey instruments and procedures. MTC and the Consultant will jointly determine the pilot test sample size. The pilot test will be used to examine the quality of the interviewer recruitment and training and survey instruments, check participation rates, and familiarize the interviewers with survey procedures. Additionally, MTC would like two approaches to conducting in-person interviews tested during the pilot survey: boarding area interviews and intercept surveys at security screening. The Consultant will be expected to test both approaches during the pre-test, and based on the results, MTC and the Consultant will jointly determine how to divide the survey interviews between the two approaches (see *Appendix F* for more information).

The issues listed below should be formally evaluated in the survey pilot test.

- 1) Procedures for scheduling interview teams and dealing with flight delays or cancellations,
- 2) Effectiveness of training interviewers,
- 3) Procedures for daily data processing including collection, quality control, summary and transmission,
- 4) Evaluation of technologies employed as part of the data collection process such as the use of PDAs,
- 5) Evaluation of the approaches used to conduct in-person interviews,
- 6) On-site logistics involving interaction with airport personnel,
- 7) Procedures for capturing geocodable trip origin information,
- 8) Clarity in coding the large number of ground access modes,
- 9) Visitors' lack of familiarity with ground origin information, and
- 10) Procedures for conducting foreign language interviews.

A memorandum documenting interviewer training and pilot test procedures and evaluating the results must be delivered to MTC and the Airports within 4 working days following the completion of the pilot test. In order to allow sufficient time to document and review the results of the survey pre-test, the pre-test will need to be completed by August 1. MTC will recommend changes (if any) based on the comments received from MTC staff, the Airports, and Dr. Gosling. All subsequent tasks will follow MTC's approval of the revised survey instruments and procedures. If no major changes are made to the survey instruments or procedures, then acceptable complete pilot test responses may count towards the sample quotas.

Deliverable #4a: Technical Memorandum documenting interviewer training and pilot test procedures and evaluating the pilot test results
Deliverable #4b: Pilot survey data files delivered in electronic format

Task 5. Survey Implementation, Coding, and Correction

The Consultant will be responsible for conducting the survey, coding all survey responses, checking the data for consistency and completeness, and correcting the resulting computer files as necessary.

A high standard of data collection and coding is expected from the Consultant. In particular:

Data collection:

- To the degree possible, all data items should be complete. Consultant shall develop and document data collection and coding procedures.
- Consultant procedures should include a process for screening of data at the interviewer level to determine if information is missing or inconsistent. At a minimum, this should include reasonable confirmation that an origin location can be identified, a check of the responses for a reasonable ground access mode/carrier selection given the location, and a check for consistency among activity, trip and personal characteristics.

Data entry and coding:

- Consultant will be responsible for data entry and coding all survey responses from the questionnaires onto electronic media.

Data checking and correction:

- Consultant shall establish procedures for checking all survey response data for consistency and completeness. In particular, respondent reported ground access modes and carriers should be checked for consistency with the reported trip origin location, and location address information shall be checked for spelling errors, non-standard abbreviations, invalid or incorrect zip codes, etc. Wherever possible, obvious errors shall be corrected. Where ambiguous or inconsistent information cannot be resolved, the records shall be flagged accordingly.

Public and external communications:

- The Consultant will not be responsible for media coverage or contacts. MTC public information staff will handle this element of survey administration.
- The Consultant will be responsible for communicating with the airlines and the Transportation Security Administration (TSA) through the designated Airport representative at each airport.

Deliverable #5a: Technical Memorandum describing data coding procedures and survey codebook

Deliverable #5b: Weekly survey progress reports

Deliverable #5c: Preliminary survey data files in electronic format

Deliverable #5d: Hard copies of respondents interview forms (if used) and any surveys recovered through mail back

Task 6. Analysis of Survey Results

The Consultant will analyze and document the quality and content of the survey data, both during and after the data collection tasks. During data collection, the Consultant will prepare detailed statistical summaries of participation rates and item non-response and similar indicators of quality and consistency. After each week of data collection is complete, the Consultant will prepare summary statistics for each airport sample, including number of contacts, participation rates, completed responses in each cell of the sampling stratification, completed response rates by question, selected cross-tabulations, and such other descriptors as the Consultant, MTC, and the Airports jointly agree upon. The reporting of response or completion rates shall conform to the standards established by the Council of American Survey Research Organizations (CASRO). These standards are available on CASRO's website (<http://www.casro.org/resprates.cfm>) in a document entitled, "On the Definition of Response Rates".

Additionally, the Consultant is expected to work with MTC, the Airports, and Dr. Gosling to apply the recommended methodology for weighting each survey response and to provide appropriate weighting factors with the final data set to allow for expansion to both annual and peak month traffic levels for each airport.

The actual standards of acceptability to be utilized in the project will be jointly agreed to by MTC, the Airports, and the Consultant. MTC expects to receive daily e-mail reports on survey completion and initial validity as the survey is in progress and reserves the right to make adjustments to survey procedures if these reports indicate that results are falling short of the agreed-upon standards.

After all the survey response data has been checked and corrected, Consultant will perform and document the data tabulations described in *Appendix G*.

Deliverable #6: Technical Memorandum summarizing the analyses performed and documenting the analysis results

Task 7. Final Report and Data Delivery

The Consultant will prepare a final report for the project that documents each element of the project and presents the survey findings. Additionally, the Consultant will deliver the data for the project in final form to MTC. It is expected that the Technical Memoranda prepared for Tasks 1-6 will form the basis of this final report.

The final report must include the following sections, in addition to any other sections the Consultant and MTC deem necessary:

- Executive Summary
- Objectives of the Survey and Overall Approach
- Survey Instruments
- Sample Design
- Survey Pre-testing, Training Procedures, and Final Survey Design
- Survey Implementation, Coding, and Correction
- Analysis of Survey Results

It is expected that the frequency tabulations and cross-tabulations described in *Appendix G* and based on the final data set will be included in the analysis section of the final report or in appendices to the report. The Consultant may propose additional frequency tabulations and cross-tabulations to MTC and the Airports to include in the report.

Within one month of the completion of the last survey, ten (10) copies of the draft final report must be delivered to MTC along with the survey data. MTC will provide comments on the draft report within two weeks of its receipt and will provide a list of errors identified in the survey data, if any, within one month following receipt of the data. The Consultant will be responsible for correcting any errors found in the data for at least two months after MTC receives computer files containing all of the observations.

The data must be delivered to MTC on electronic media to be mutually agreed upon by the Consultant and MTC. At a minimum, data shall be provided in comma-separated value (CSV) format with a corresponding data dictionary that gives variable names, formats and categorical value labels. In addition to CSV format, the data must be provided in SPSS (preferred) or similar format (e.g., SAS). Final data dictionaries and data formats shall be approved by MTC prior to final data delivery. All completed survey forms for this project shall be delivered to MTC (survey forms shall be sorted by ID number before delivery).

Note: While the Consultant will not be required to geocode origins and destinations, the computer files delivered by the Consultant must include the address or cross-street information of each location as obtained from survey respondents and in a format agreed upon by MTC and the Consultant.

One reproducible original of the final report reflecting the comments received and corrections made to the data, if any, and a version on electronic media in a software format to be mutually agreed upon by the Consultant and MTC are required.

Deliverable #7: Final report and electronic versions of the final data files

APPENDIX B, COST AND PRICE ANALYSIS FORM

COST AND PRICE ANALYSIS - RESEARCH AND DEVELOPMENT CONTRACTS				
			PURCHASE REQUEST NUMBER	
NAME AND ADDRESS OF OFFERER		TITLE OF PROJECT		
DETAIL DESCRIPTION		ESTIMATED HOURS	RATE/HOUR	TOTAL ESTIMATED COST (Dollars)
1. DIRECT LABOR(Specify)				
TOTAL DIRECT LABOR				
2. BURDEN (Overhead-specify) Dept. or Cost Center	Burden Rate	X BASE	BURDEN (\$)	
TOTAL BURDEN				
3. DIRECT MATERIAL				
TOTAL MATERIAL				
4. SPECIAL TESTING (Including field work at Government installations)				
TOTAL SPECIAL TESTING				
5. SPECIAL EQUIPMENT (If direct charge - specify in Exhibit B on reverse)				
6. TRAVEL (If direct charge)				
a. TRANSPORTATION				
b. PER DIEM OR SUBSISTENCE				
TOTAL TRAVEL				
7. CONSULTANTS (Identify - purpose - rate)				
TOTAL CONSULTANTS				
8. SUBCONTRACTORS (Specify in Exhibit A on reverse)				
9. OTHER DIRECT COSTS (Specify in Exhibit B on reverse - explain royalty costs, if any)				
10. TOTAL DIRECT COST AND BURDEN				
11. GENERAL AND ADMINISTRATIVE EXPENSE (Rate % of item nos.)				
12. TOTAL ESTIMATED COST				
13. FIXED FEE OR PROFIT (State basis for amount in proposal)				
14. TOTAL ESTIMATED COST AND FIXED FEE OR PROFIT				

15. OVERHEAD RATE AND GENERAL AND ADMINISTRATIVE RATE INFORMATION				
A. GOVERNMENT AUDIT PERFORMED		DATE OF AUDIT	ACCOUNTING PERIOD COVERED	
B. NAME AND ADDRESS OF GOVERNMENT AGENCY MAKING AUDIT			C. DO YOUR CONTRACTS PROVIDE NEGOTIATED OVERHEAD RATES? () NO () YES (IF YES, NAME AGENCY NEGOTIATING RATES)	
D. (If no Government rates have been established, furnish the following information)				
DEPARTMENT OR COST CENTER	RATE	TOTAL INDIRECT EXPENSE POOL	BASE FOR TOTAL	
16. EXHIBIT A - SUBCONTRACT COSTS (If more space needed, use blank sheets, identify item number)				
NAME AND ADDRESS OF SUBCONTRACTOR(S)	SUBCONTRACTED WORK	SUBCONTRACT		
		TYPE	AMOUNT	
TOTAL				
17. EXHIBIT B - OTHER DIRECT COSTS (If more space needed, use blank sheets, identify item number)				
TOTAL				
NO. OF CONTRACTOR EMPLOYEES:		STATE INCORPORATED IN:		
[] 500 AND UNDER [] OVER 500				
[] OVER 750 [] OVER 1,000				
DATE	SIGNATURE AND TITLE OF AUTHORIZED REPRESENTATIVE OF CONTRACTOR			

APPENDIX C, CALIFORNIA LEVINE ACT STATEMENT

California Government Code § 84308, commonly referred to as the “Levine Act,” precludes an officer of a local government agency from participating in the award of a contract if he or she receives any political contributions totaling more than \$250 in the 12 months preceding the pendency of the contract award, and for three months following the final decision, from the person or company awarded the contract. This prohibition applies to contributions to the officer, or received by the officer on behalf of any other officer, or on behalf of any candidate for office or on behalf of any committee.

MTC’s commissioners include:

Tom Ammiano
Irma L. Anderson
Tom Azumbrado
James T. Beall, Jr.
Bob Blanchard
Mark DeSaulnier

Bill Dodd
Dorene M. Giacomini
Scott Haggerty
Anne W. Halsted
Steve Kinsey
Sue Lempert
John McLemore

Jon Rubin
Bijan Sartipi
James P. Spering
Adrienne J. Tissier
Pamela Torliatt
Shelia Young

1. Have you or your company, or any agent on behalf of you or your company, made any political contributions of more than \$250 to any MTC commissioner in the 12 months preceding the date of the issuance of this request for qualifications?

___ YES ___ NO

If yes, please identify the commissioner: _____

2. Do you or your company, or any agency on behalf of you or your company, anticipate or plan to make any political contributions of more than \$250 to any MTC commissioners in the three months following the award of the contract?

___ YES ___ NO

If yes, please identify the commissioner: _____

Answering yes to either of the two questions above does not preclude MTC from awarding a contract to your firm. It does, however, preclude the identified commissioner(s) from participating in the contract award process for this contract.

DATE

(SIGNATURE OF AUTHORIZED OFFICIAL)

(TYPE OR WRITE APPROPRIATE NAME, TITLE)

(TYPE OR WRITE NAME OF COMPANY)

APPENDIX D, SYNOPSIS OF PROVISIONS IN MTC'S STANDARD CONSULTANT AGREEMENT

In order to provide bidders with an understanding of some of MTC's standard contract provisions, the following is a synopsis of the major requirements in our standard agreement for professional services. A copy of MTC's standard agreement may be obtained from the Project Manager for this RFP.

Termination: MTC may, at any time, terminate the Agreement upon written notice to Consultant. Upon termination, MTC will reimburse the Consultant for its costs for incomplete deliverables up to the date of termination. Upon payment, MTC will be under no further obligation to the Consultant. If the Consultant fails to perform as specified in the agreement, MTC may terminate the agreement for default by written notice, and the Consultant is then entitled only to compensation for costs incurred for work products acceptable to MTC, less the costs to MTC of rebidding.

Insurance Requirement: You agree to obtain and maintain at your own expense the following types of insurance placed with insurers with a Best's rating of A-X or better, for the duration of this agreement: (1) Worker's Compensation Insurance, as required by the law, and Employer's Liability Insurance in an amount no less than \$1,000,000; (2) Commercial General Liability Insurance with a combined single limit of not less than \$1,000,000 for injury to any one person and for any one occurrence and \$2,000,000 general aggregate; (3) Owned, Non-Owned, and Hired Automobile Liability Insurance in an amount no less than \$1,000,000; and (4) Errors & Omissions (Professional Liability) Insurance in an amount no less than \$1,000,000. The Commercial General Liability Insurance policy shall contain an endorsement to include MTC, its Commissioners, officers, representatives, agents and employees as additional insureds and to specify that such insurance is primary and that no MTC insurance will be called on to contribute to a loss. Certificates of insurance verifying the coverages and the required endorsements and signed by an authorized representative of the insurer must be delivered to MTC prior to issuance of any payment under the Agreement by MTC.

Independent Contractor: Consultant is an independent contractor and has no authority to contract or enter into any other agreement in the name of MTC. Consultant shall be fully responsible for all matters relating to payment of its employees including compliance with taxes.

Indemnification: Consultant agrees to defend, indemnify and hold MTC harmless from all claims, damages, liability, and expenses resulting from any act or omission of Consultant in connection with the agreement. Consultant agrees to defend any and all claims, lawsuits or other legal proceedings brought against MTC arising out of Consultant's acts or omissions. The Consultant shall pay the full cost of the defense and any resulting judgments.

Data Furnished by MTC: All data, reports, surveys, studies, drawings, software (object or source code), electronic databases, and any other information, documents or materials ("MTC Data") made available to the Consultant by MTC for use by the Consultant in the performance of its services under this Agreement shall remain the property of MTC and shall be returned to MTC at

the completion or termination of this Agreement. No license to such MTC Data, outside of the Scope of Work of the Project, is conferred or implied by the Consultant's use or possession of such MTC Data. Any updates, revisions, additions or enhancements to such MTC Data made by the Consultant in the context of the Project shall be the property of MTC.

Ownership of Work Product: All data, reports, surveys, studies, drawings, software (object or source code), electronic databases, and any other information, documents or materials ("Work Product") written or produced by the Consultant under this Agreement and provided to MTC as a deliverable shall be the property of MTC. Consultant will be required to assign all rights in copyright to such Work Product to MTC.

Personnel and Level of Effort: Personnel assigned to this Project and the estimated number of hours to be supplied by each will be specified in an attachment to the Agreement. No substitution of personnel or substantial decrease of hours will be allowed without prior written approval of MTC.

Subcontracts: No subcontracting of any or all of the services to be provided by Consultant shall be allowed without prior written approval of MTC. MTC is under no obligation to any subcontractors.


Consultant's Records: Consultant shall keep complete and accurate books, records, accounts and any and all work products, materials, and other data relevant to its performance under this Agreement. All such records shall be available to MTC for inspection and auditing purposes. The records shall be retained by Consultant for a period of not less than four (4) years following the fiscal year of the last expenditure under this Agreement.

Prohibited Interest: No member, officer or employee of MTC can have any interest in this agreement or its proceeds and Consultant may not have any interest which conflicts with its performance under this Agreement.

Governing Law. The Agreement shall be governed by the laws of the State of California.

APPENDIX E, PREVIOUS SURVEY QUESTIONNAIRES

Figure 1a. 1995 MTC Airline Passenger Survey Questionnaire (Wave 1)



1995 MTC AIRLINE PASSENGER SURVEY

Date: 0 8 / 9 5

Departure Time: _____ : _____

Airline Code: _____

Flight #: _____

- First, are you a resident of the Bay Area, a visitor to the area, or are you just here to connect flights?
 - RESIDENT - CONTINUE 1
 - VISITOR - CONTINUE 2
 - CONNECTOR - THANK, TALLY AND TERMINATE
- What is your final airport destination today, including all connecting flights? ☐ private _____
- What is the main purpose of your trip?
 - CONVENTION OR CONFERENCE 1
 - BUSINESS TRIP (PROBE FOR CONVENTION) 2
 - TRAVEL TO OR FROM SCHOOL 3
 - VACATION 4
 - VISIT FRIENDS OR RELATIVES 5
 - PERSONAL OR FAMILY EMERGENCY 6
 - WEDDING OR FUNERAL 7
 - MILITARY LEAVE OR TRAVEL 8
 - OTHER: 88
- How many pieces of luggage did you (MORE THAN ONE: and the other members of your party) check on this flight today? _____
- Including yourself, how many people in your party are taking this flight? IF PARTY IS TEN OR MORE, ASK: What is the name of the group or organization you are traveling with?

PARTY SIZE: _____

LARGE PARTY FLAG 1

PARTY NAME: _____

IF MORE THAN ONE PERSON IN PARTY, ASK:
- How many vehicles did your party use to get here? _____
- Including yourself, how many people were in the vehicle in which you traveled? _____
- What form of transportation did you just use to get to the airport?
 - PRIVATE CAR - GO TO Q#9 1
 - RENTAL CAR - GO TO Q#10 2
 - PUBLIC TRANSIT: (TYPE) _____
 - SHOW CARD - GO TO Q#12
 - OTHER PUBLIC TRANSPORTATION: _____
 - SHOW CARD - GO TO Q#13

IF PRIVATE CAR:

9. If that car had not been available to you, how would you have gotten to the airport? _____

SHOW CARD _____

GO TO Q#13

IF RENTAL CAR:

10. What company did you rent that car from?

- AGENCY 1
- ALAMO 2
- AVIS 3
- BUDGET 4
- DOLLAR 5
- ENTERPRISE 6
- HERTZ 7
- NATIONAL 8
- THRIFTY 9
- OTHER: _____

11. Did you use that car for any purposes other than driving to and from the airport?

- YES 1
- NO 2

GO TO Q#13

IF PUBLIC TRANSIT:

12. How did you get to (NAME OF TRANSIT)?

SHOW CARD _____

- The last time you flew into this airport, how did you get from the airport to your Bay Area destination?
 - PRIVATE VEHICLE 1
 - RENTAL VEHICLE 2
 - PUBLIC TRANSPORTATION - SHOW CARDS
 - DONT KNOW 9
- From what address did you just leave for the airport?

NUMBER STREET STREET TYPE

FIRST CROSS STREET: _____

SECOND CROSS STREET: _____

PROMINENT PLACE: _____

CITY / TOWN: _____

ZIP: _____
- Was this location ...
 - A hotel or motel 1
 - Your place of work 2
 - A business you were visiting 3
 - Your home or residence 4
 - The home of a friend or relative 5
 - A convention center 6
 - A restaurant 7
 - or Something else? 8
- How many people came into the terminal to see you off who will not be flying out today? _____
- How long before your flight is scheduled to depart did you arrive at the terminal?

CONVERT TO MINUTES TO CODE: _____
- How many nights (RESIDENT: will you be away from the Bay Area) (VISITOR: have you been in the Bay Area) on this trip? _____
- Could you have flown out of a different airport to make this trip?
 - YES - CONTINUE 1
 - NO - SKIP TO Q#23 2
 - DONT KNOW - SKIP TO Q#23 9

IF YES, ASK:
- Who made the decision to use this airport?
 - YOU 1
 - A FRIEND OR RELATIVE 2
 - SOMEONE IN YOUR BUSINESS 3
 - A TRAVEL AGENT 4
 - or SOMEONE ELSE? 8
- Excluding today, how many times have you flown out of _____?

How about _____?

 - San Francisco Airport ☐ private _____
 - San Jose Airport? ☐ private _____
 - Oakland Airport? ☐ private _____
 - Sonoma County Airport? ☐ private _____
 - Monterey Airport? ☐ private _____
 - Sacramento Airport? ☐ private _____
- What is the Zip Code (CANADA: Postal Zone Code) where you live?

ZIP CODE: _____


COUNTRY: _____
- Including yourself, how many people live in your household? _____
- Could you please just point to the category that best approximates ...?

POINT TO HEADING ON SHOWCARD: _____
- RECORD GENDER:
 - MALE 1
 - FEMALE 2

RECORD TIME _____ : _____

Interviewer # _____	Checker # _____
---------------------	-----------------

Figure 1b. 1995 MTC Airline Passenger Survey Questionnaire (Wave 2)



1995 MTC AIRLINE PASSENGER SURVEY

Date: 1 0 9 5

Departure Time: _____ : _____

Airline Code: _____

Flight #: _____

1. First, are you a resident of the Bay Area, a visitor to the area, or are you just here to connect flights?

RESIDENT - CONTINUE 1

VISITOR - CONTINUE 2

CONNECTOR - THANK, TALLY AND TERMINATE

2. What is your final airport destination today, including all connecting flights?

☐ private

3. What is the main purpose of your trip?

CONVENTION OR CONFERENCE 1

BUSINESS TRIP (PROBE FOR CONVENTION) 2

TRAVEL TO OR FROM SCHOOL 3

VACATION 4

VISIT FRIENDS OR RELATIVES 5

PERSONAL OR FAMILY EMERGENCY 6

WEDDING OR FUNERAL 7

MILITARY LEAVE OR TRAVEL 8

OTHER: 88

4. Including yourself, how many people in your party are taking this flight? IF PARTY IS TEN OR MORE, ASK: What is the name of the group or organization you are traveling with?

PARTY SIZE: _____

LARGE PARTY FLAG 1

PARTY NAME: _____

IF MORE THAN ONE PERSON IN PARTY, ASK:

5. How many vehicles did your party use to get here? _____

6. Including yourself, how many people were in the vehicle in which you traveled? _____

7. How many pieces of luggage did you (MORE THAN ONE: and the other members of your party) check on this flight today? _____

8. What form of transportation did you just use to get to the airport?

PRIVATE CAR - GO TO Q#9 1

RENTAL CAR - GO TO Q#10 2

PUBLIC TRANSIT: (TYPE) _____

SHOW CARD - GO TO Q#12 1

OTHER PUBLIC TRANSPORTATION: _____

SHOW CARD - GO TO Q#13 1

IF PRIVATE CAR:

9. If that car had not been available to you, how would you have gotten to the airport? _____

GO TO Q #13

IF RENTAL CAR:

10. What company did you rent that car from?

AGENCY 1

ALAMO 2

AVIS 3

BUDGET 4

DOLLAR 5

ENTERPRISE 6

HERTZ 7

NATIONAL 8

THRIFTY 9

OTHER: _____

11. Did you use that car for any purposes other than driving to and from the airport?

YES 1

NO 2

GO TO Q #13

IF PUBLIC TRANSIT:

12. How did you get to (NAME OF TRANSIT)? _____

13. The last time you flew into this airport, how did you get from the airport to your Bay Area destination?

PRIVATE VEHICLE 1

RENTAL VEHICLE 2

PUBLIC TRANSPORTATION - SHOW CARDS 2

FIRST TIME / NOT APPLICABLE 0

DON'T KNOW 9

14. From what address did you just leave for the airport?

NUMBER STREET STREET TYPE

FIRST CROSS STREET: _____

SECOND CROSS STREET: _____

PROMINENT PLACE: _____

CITY / TOWN: _____

ZIP: _____

15. Was this location...

A hotel or motel 1

Your place of work 2

A business you were visiting 3

Your home or residence 4

The home of a friend or relative 5

A convention center 6

A restaurant 7

or Something else? 8

16. How many people came into the terminal to see you off who will not be flying out today? _____

17. How long before your flight is scheduled to depart did you arrive at the terminal?

CONVERT TO MINUTES TO CODE: _____

18. How many nights (RESIDENT: will you be away from the Bay Area) (VISITOR: have you been in the Bay Area) on this trip? _____

19. Could you have flown out of a different airport to make this trip?

YES - CONTINUE 1

NO - SKIP TO Q#21 2

DON'T KNOW - SKIP TO Q#21 9

IF YES, ASK:

20. Who made the decision to use this airport?

YOU 1

A FRIEND OR RELATIVE 2

SOMEONE IN YOUR BUSINESS 3

A TRAVEL AGENT 4

or SOMEONE ELSE? 8

21. Excluding today, how many times in the past twelve months have you flown out of _____? How about _____?

San Francisco Airport ☐ private

San Jose Airport? ☐ private

Oakland Airport? ☐ private

Sonoma County Airport? ☐ private

Monterey Airport? ☐ private

Sacramento Airport? ☐ private

22. What is the Zip Code (CANADA: Postal Zone Code) where you live?

ZIP CODE: _____

COUNTRY: _____

23. Including yourself, how many people live in your household? _____

24. Could you please just point to the category that best approximates ...?

POINT TO HEADING ON SHOWCARD: _____

25. RECORD GENDER:

MALE 1

FEMALE 2

RECORD TIME _____ : _____

Interviewer #

Checker #

Figure 2. 2001/2002 MTC Airline Passenger Survey Questionnaire

Metropolitan Transportation Commission
www.mtc.ca.gov

**San Francisco Bay Area
Airline Passenger Survey, 2001**

Why you have been given this questionnaire
This airport, in cooperation with the Metropolitan Transportation Commission and your airline, is conducting a survey to help improve travel to and from the airport.

Who should complete the questionnaire
Every person aged 16 or older boarding this flight – except for those who arrived here by air – is asked to fill out a questionnaire. When several people are traveling together, each one (except for children aged 15 or under) should complete his or her own form.

How to return completed questionnaires
Hand the completed form to one of the surveyors before boarding the plane, or put it in a marked collection box. If you don't have time to complete it fully now, take it with you, complete it later, fold it so the postage-paid address is on the front, and drop it in any mail box as soon as possible.
All your replies are completely confidential. Thank you for your help – it is very important to us.

About your trip to the airport for this flight

1. Which flight are you taking (or were you taking when given this form)?
airline _____ flight no. _____ on _____ month _____ day _____ 2001

For the Bay Area transportation agencies to improve ground travel options to this airport, it is very important for us to know exactly where passengers start their trips to get to the airport. Please give as much detail as you are able. The information will be kept confidential.

2. From what address did you start your trip today (on the ground) to the airport for this flight?
Building, firm, or specific location name, if applicable (e.g., hotel name, a mobile building, or private firm) _____
Street address, with number (or name of the nearest cross street) _____
City or town _____ State _____ Zip code, if you know it _____
05450 1 continue inside →

BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 25232 SAN FRANCISCO, CA

POSTAGE WILL BE PAID BY ADDRESSEE

POLARIS RESEARCH & DEVELOPMENT
390 4TH STREET
SAN FRANCISCO, CA 94107-9667

18. Where is your home?
City or town _____ State or country _____ Zip code, if in USA _____

19. In total, how many people live in your household, including yourself?
adults (aged 16+) _____ children (up to 15) _____

20. Are you ... ☐ male? ☐ female?

21. In the last twelve months, how many times have you flown out of each of these airports? (Include today's trip; where none, enter zero)
Monterey Airport _____
Oakland International Airport _____
Sacramento International Airport _____
San Francisco International Airport _____
San José International Airport _____
Sonoma County Airport (Santa Rosa) _____

22. What was the total combined income (before taxes) for everyone living in your household for the year 2000? (Check one only)
☐ under \$20,000 ☐ \$20,000 to under \$40,000 ☐ \$40,000 to under \$60,000 ☐ \$60,000 to under \$80,000 ☐ \$80,000 to under \$100,000 ☐ \$100,000 to under \$125,000 ☐ \$125,000 to under \$150,000 ☐ \$150,000 to under \$200,000 ☐ \$200,000 or more ☐ I can't say

23. Optional:
If you would be willing to answer some more questions in the future about your use of the airports in the Bay Area, please provide your name and preferred contact details below. If you prefer to remain anonymous, leave this question blank. We will not share this information with anyone else, but use it only for future air passenger surveys.
Name: _____
Full mailing address: _____
Telephone: (____) _____ daytime (____) _____ evenings, weekends
e-mail address: _____
Thank you very much for your help. Please hand your completed questionnaire to the survey staff before boarding, or mail it back to us postage-free.

5

Figure 2. 2001/2002 MTC Airline Passenger Survey Questionnaire (continued)

3. Is the place where you started your trip to the airport ... (Check one only)

☐ your own home? ☐ a restaurant? ☐ A.M. ☐ P.M.

☐ someone else's home? ☐ a convention center? ☐ drive and park ☐ other public transit

☐ a place of business? ☐ a school or college? ☐ dropped off there ☐ some other way (write in: _____)

☐ a hotel, motel, inn, etc.? ☐ another type of place? (write in: _____)

4. At what time did you ... (Check one only)

leave the above starting point? ☐ hour ☐ : ☐ min. ☐ A.M. ☐ P.M.

arrive inside the airport terminal? ☐ hour ☐ : ☐ min. ☐ A.M. ☐ P.M.

5. How did you arrive at the airport today? (Check one only to show the form of transport you used to reach the airport or nearby parking or rental car facilities)

☐ private vehicle (car, van, SUV, motorcycle, etc.) ☐ continue with question 6

☐ rental vehicle (car, van, SUV, etc.) ☐ shuttle bus from a train (BART, Caltrain, or VTA) ☐ skip to question 8

☐ a regular transit bus route (not from a train) ☐ skip to question 9

☐ scheduled bus to the airport only (sometimes called Airporter) ☐ taxicab

☐ a hotel/motel courtesy shuttle ☐ pre-arranged limousine serving your travel party alone

☐ pre-arranged shared-ride van giving door-to-terminal service

☐ chartered bus, carrying your tour group only

☐ by some other means (What? _____)

6. If you came by a private or rental vehicle, were any passengers dropped off at the curb in front of the terminal entrance?

☐ yes, some passengers were dropped at the terminal curb

☐ no, passengers were not dropped at the curb

7. If you came by private vehicle, was it ... (Check one only)

☐ driven away from the airport by someone without being parked?

☐ parked in a short-term lot or garage at the airport?

☐ parked in a long-term lot (or economy/overflow lot) at the airport?

☐ parked in a lot or garage off the airport grounds?

For how long do you expect it to be parked? (Check one only)

☐ 4 hours or less

☐ over 4 hours but less than 24 hours

☐ longer than 24 hours; For how many days (or part days)? days

8. If you came to the airport by train or bus, how did you get to the place where you boarded the train or bus? (Check all that apply)

☐ walk ☐ other public transit

☐ drive and park ☐ some other way (write in: _____)

☐ dropped off there ☐ taxicab

9. Will your ground transportation to the airport or your parking cost be reimbursed by your employer or other organization? (Don't count payment by a friend or relative.)

☐ yes, some or all of the costs will be paid back to me

☐ no, my costs will not be reimbursed

10. How many people have come into the terminal just to see you (and other members of your travel party) off?

Enter the number (if none, enter zero):

11. In deciding how to travel to the airport today, did you personally consult any of the following sources of information? (Check up to three to show the most important sources of information)

☐ airport information desk, brochure, or phone number ☐ traffic information (radio, TV, TransInfo's 817-1717, etc.)

☐ travel agents ☐ travel guide (which? _____)

☐ business contacts ☐ Internet site(s) (which? _____)

☐ friends or family ☐ public transport brochure, display, or phone number

☐ hotel concierge, flyer ☐ other (what? _____)

☐ none of these, or don't know

12. What are the most important reasons that influenced how you traveled to the airport today? (Check up to three to show the most important reasons)

☐ door-to-door travel time

☐ no private vehicle available

☐ dependability

☐ cost

☐ the size of your travel party

☐ the amount of your luggage

☐ need to return a rental car

☐ parking considerations

☐ comfort, convenience

☐ safety or security concerns

☐ someone else decided for me

☐ another reason (write in: _____)

About your air travel today

13. Is your air travel today primarily part of a business trip?

☐ yes, my main reason for traveling has to do with my paid employment

☐ no, my main reason for traveling has nothing to do with business

14. What will be your final destination airport on today's air trip?

airport _____ US state or foreign country _____

15. In total, how many people in your personal travel party came to the airport in the same vehicle and are traveling on the same flight with you? (Don't forget to count yourself. If none in a category, enter zero)

number of people aged 15 or under:

number of people aged 16 or over, including you:

How many of the people aged 16 or over are filling out a questionnaire of their own, including you?

16. In total, how many pieces of luggage are all the people you counted in Question 15 taking on this flight? (If none, enter zero)

total number of pieces of luggage checked:

total number of carry-on pieces:

17. Is this airport at the "home" end of your air trip?

☐ yes ☐ no

What day did you arrive in the Bay Area?

☐ today ☐ yesterday number of days ago

Which airport did you arrive at?

☐ Oakland International

☐ San Francisco International

☐ San José International

☐ none of these

What time of day did your flight arrive in the Bay Area?

hour : min. ☐ A.M. ☐ P.M.

How did you travel from the airport when you arrived? (Check all that apply)

☐ shared-ride van

☐ train (BART, Caltrain, VTA)

☐ regular transit bus

☐ scheduled airport bus

☐ charter bus

☐ some other way, or not sure

How do you expect to travel from the airport when you return? (Check all that apply)

☐ picked up by someone else in a private vehicle

☐ private vehicle, parked at the airport

☐ rental vehicle

☐ taxicab, limousine

fold in and continue →

APPENDIX F, SAMPLING STRATEGY AND SURVEY WEIGHTING

It is envisaged that the air passenger survey interviews will be performed in one or both of two ways:

- In the boarding area for selected flights
- Intercepting randomly selected passengers as they leave the security screening area or while they are waiting in line for security screening.

In the case of interviews of passengers leaving the security screening area, the interviewer may need to offer to conduct the interview while walking with the passengers toward their gate if they are concerned about having enough time to complete the interview and reach their gate in time to board their flight.

The objective of the air passenger survey sampling strategy is to obtain as representative a set of survey responses as possible, such that the answers to the survey questions given by the survey respondents reflect the characteristics of the entire air passenger market using the airport. Ideally, the survey would obtain a response from every n th air passenger. However, in practice this is not possible for a variety of reasons. In the case of boarding area interviews, the survey resources only allow passengers on a limited number of flights to be surveyed, thereby restricting the survey sample to a subset of all possible passengers, response rates for surveys targeted at passengers on different flights will vary from flight to flight, and the logistics of performing the surveys may tend to bias the sample (for example, passengers arriving in a boarding lounge earlier than others have a higher probability of being interviewed). In the case of interviews as passengers leave the security screening area, survey resources will limit the number of time periods and screening locations that can be surveyed. Thus while the sampling strategy will be designed to ensure that survey results are obtained from as broad a range of air passengers as possible, survey responses will have to be weighted to correct for any known bias in the resulting sample.

SAMPLING STRATEGY

The two different proposed survey approaches require different sampling strategies. In the case of interviews as passengers leave the security screening area, it is necessary to determine the screening locations and time periods during which the interviews are conducted. For a given location and time period, interviewers will select the next passenger leaving the security screening area once they have completed the previous interview and are ready to begin the next one. The sampling rate will thus be determined by the number of interviews that are completed per hour as a percentage of the number of passengers passing through the security screening area during that time. The selection of screening locations and time periods should attempt to ensure a reasonable coverage of different airlines (served by each screening location), times of day, and days of the week.

The sampling strategy for the boarding area interviews will be designed to select the target flights to be surveyed. It is envisaged that the surveys will be performed in the boarding area for the selected flights, starting some time before scheduled flight departure and ending when passengers

start boarding the flight (while a passenger may be willing to complete a survey in progress when boarding is announced, in general passengers will be reluctant to start answering a survey after this point). Passengers waiting in the boarding area should be selected randomly to avoid biasing the sample. Where a boarding area serves several gates, this may result in selecting a passenger on a different flight from the one intended. This is not necessarily a problem, but needs to be reflected in the subsequent survey response weighting.

A key input into the flight sampling plan is the number of surveys that it is expected will be performed for each flight. For interview surveys, this depends on the number of interviewers assigned to each flight. In order to ensure that a wide range of flights are sampled, it is envisaged that in general two interviewers will be assigned to each flight operated with narrow-body aircraft and four interviewers will be assigned to flights operated with larger (wide-body) aircraft. If interviews begin a half-hour before the airline starts to board the flight and each interview takes an average of 6 minutes, this will result in about 10 interviews for a narrow-body flight and about 20 for a wide-body flight. Assuming that about 15 percent of the departures at San Francisco International (SFO) are wide-body aircraft and a negligible number at Oakland International Airport (OAK), that will give an average of about 12 interviews per flight at SFO and 10 at OAK. Thus with target samples of 4,000 completed interviews at SFO and 3,000 at OAK, this will require sampling about 330 flights at SFO and 300 at OAK if all the surveys are performed in the boarding area (proportionately less if some of the surveys are performed at the security screening areas). If the survey takes place over three weeks at each airport, that will require surveying as many as 16 flights per day at SFO and 15 at OAK. Since the survey has to cover the entire day (with the majority of the flights departing over about a 16 hour period), this suggests that the survey can be performed with one field team on site at any one time. Early morning and late evening flights can be sampled on a few selected days by adjusting the start and end times of the survey shifts.

The selection of the flights to be sampled should take into account the following factors:

- Flight destination
- Day of week and time of day
- Airline

Since air passenger trip characteristics (trip purpose, travel duration, air party size, etc.) will vary by destination, it is important to obtain a reasonable distribution of flights across major markets. Some markets with similar characteristics can be grouped together (e.g. by distance). Similarly, the selected flights should provide a broad coverage of different times of day and day of the week, as well as different airlines. It is obviously not possible with only 300 or so flights to develop a complete three-way sample that includes all flight destinations for every time period in the week and all airlines serving each market. The selection of flights must also take into account the logistics of performing the survey.

One approach to selecting the sample flights is to list all flights in order of flight departure time and by market where flights have the same scheduled departure time, together with the number of seats on each flight based on the scheduled aircraft type. Ideally, one would list the number of originating passengers on each flight, but this is generally not known in advance. Based on the desired number of completed interviews per day and the total number of seats scheduled for that

day, flights can be selected by finding each m th seat in the cumulative list of seats by time of day, starting with a number drawn randomly between 1 and m , where:

$$m = S / F$$

and S is the total number of scheduled seats and F is the target number of flights to be surveyed that day (based on the average number of interviews performed per flight and allowing for a proportion of incomplete interviews).

This process ensures that selected flights are distributed across the day roughly in proportion to the passenger traffic (strictly in proportion to the number of departing seats, since the load factor is likely to vary by time of day). Selecting flights on the basis of every m th seat will sample from flight destinations and airlines in proportion to their occurrence in the list of flights.

Once this initial list of flights has been developed, tables can be prepared showing the number of expected interviews for each destination zone, time period and airline. If some categories are over-sampled, a flight is selected at random from the flights in each of those categories, the desired characteristics of the substitute flight are determined from the most under-sampled categories, and the next flight on the chronological list that meets the criteria is selected to replace it.

The list of selected flights may also have to be adjusted using a similar process to accommodate the logistics of performing the survey. For example, the selected flights may provide insufficient time to complete the desired number of interviews at one flight before moving to the next flight on the list in adequate time to survey that flight. In such situations, it may be necessary to divide the survey team between two flights or provide additional survey staff at peak periods.

If for some reason a selected flight cannot be surveyed when planned (for example it is cancelled or so delayed that there are few passengers in the boarding area), then a similar logic will be used to select a substitute flight.

SURVEY WEIGHTING

Survey weighting procedures will be developed by MTC and provided to the Consultant.

Once the surveys have been performed, the number of passengers included in completed survey responses can be calculated for each destination zone, time period and airline of the planned sample design. This is then compared to the desired distribution, and a separate weight is calculated for each criteria. These weights adjust for under- or over-sampling for each of the separate criteria and are normalized to give the same number of total air passengers as the unweighted survey responses. A combined weight is then calculated as the product of the three separate weights for each response, and normalized again. Airlines for which no survey responses were obtained are excluded from the weighting process, since one cannot adjust the weight of a response that does not exist.

In addition to survey weights that have been calculated to adjust for sampling bias, there are additional weights that can be calculated to convert survey responses to annual passengers or

peak month passengers. Since the composition of the different markets will change seasonally, this is not simply the ratio of the annual or monthly traffic to the number of passengers in the survey responses. Rather it will be necessary to obtain the distribution of passengers by destination for each quarter (these data are available from the U.S. Bureau of Transportation Statistics on a quarterly basis) and compare this to the distribution of survey responses by destination. Weights can then be calculated for each quarter to convert the survey responses to the number of passengers to that destination. The annual weight is simply the sum of the weights for each quarter, while the peak month weight is product of the peak quarter weight and the ratio of the peak month traffic to the peak quarter traffic. Rather than calculate these weights for every final destination, it is sufficient to group the final destinations into the same groups (zones) used for the sample design.

Once the number of air passengers covered by completed surveys has been determined for each category of respondents in the sample design, the formulae for calculating the peak month and annual weights will be provided to the survey Consultant by MTC.

APPENDIX G, DATA TABULATIONS TO INCLUDE IN FINAL REPORT

The final report should include the data tabulations listed below. Consultant and MTC Project Manager shall agree on a suitable division of continuous variables for presentation of results in tabulations. Also, not all tabulations will be required for reporting pilot test results.

Frequency Tabulations:

- Trip purpose shares (i.e., business versus personal)
- Traveler type (i.e., residents versus visitors)
- Local trip origin type
- Trip origin location (i.e., San Francisco; Peninsula, South Bay; East Bay; North Bay; Outside Bay Area)
- Home location of Bay Area residents (county of residence)
- Airport access mode
- Airport egress mode
- Key reason for choosing access mode
- Proportion of travelers with access cost reimbursed by others
- Information sources for access trips
- Air travel party size
- Access trip duration from origin to terminal
- Personal vehicle disposition for access trips
- Personal vehicle parking location
- Personal vehicle parking duration (on- and off-airport facilities)
- Well-wishers accompanying passengers into terminal
- Pieces of checked baggage
- Final air destination (i.e., California; Hawaii; Pacific Northwest; Other U.S. West; U.S. Central, Midwest; U.S. East; Canada; Latin America; Transatlantic and Transpacific)
- Nights absent from Bay Area (residents)
- Nights between arrival and departure from Bay Area airports (visitors)
- Provide means, medians, and quartiles for the following items:
 - a) Nights on trip
 - b) Air party size
 - c) Well-wishers
 - d) Pieces of luggage checked
 - e) Number of vehicles used to get to airport
 - f) Vehicle occupancy
 - g) Length of time at airport before depart time
 - h) Number of times in past 12 months flown out of OAK
 - i) Number of times in past 12 months flown out of SFO
 - j) Number of times in past 12 months flown out of SJC
 - k) Number of times in past 12 months flown out of SMF
 - l) Household size

Cross Tabulations:

- Resident and visitor percentages by trip purpose
- Air travel party size by traveler type
- Well-wishers accompanying passengers into terminal by access mode
- Trip purpose by traveler type by gender
- Annual departures by airport, traveler type, and trip purpose
- Access mode by traveler type
- Access mode by trip origin location (i.e., San Francisco; Peninsula, South Bay; East Bay; North Bay)
- Access mode by traveler expense reimbursement
- Access mode by air travel party size
- Access mode by airport arrival time
- Access mode by length of time at airport before depart time
- Access mode by final air destination (i.e., California; U.S. West except CA; U.S. except West; Intercontinental)
- Access mode by air trip duration
- Access mode by household income
- Trip purpose by traveler type by household income
- Egress mode by trip purpose by traveler type
- Air travel party size by pieces of checked baggage
- Length of time at airport before flight departure time by flight departure time